



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: August 12, 2008

TO: Mayor and Councilmembers

FROM: Creeks Division, Parks and Recreation Department

SUBJECT: Purchase Order With Univision To Broadcast Spanish Language Creek And Ocean Water Quality Public Service Announcements

RECOMMENDATION: That Council:

- A. Accept contributions of \$5,400 from the County of Santa Barbara and \$5,400 from the City of Goleta and appropriate the funds to the Fiscal Year 2009 Creeks Fund budget; and
- B. Authorize the General Services Manager to issue a purchase order in the amount of \$25,000 to Univision for a Spanish language public awareness campaign on water pollution prevention.

DISCUSSION:

Working with City TV, the Creeks Division created a series of English and Spanish language TV public service announcements (PSAs) which focus on reducing key pollutants of concern. The PSAs follow the campaign theme, "It all Flows to the Ocean" and animate current print PSAs. They are designed to raise awareness about these pollutants and increase understanding that polluted storm water flows into storm drains and directly to the creeks and ocean. Target audiences include auto repair do-it-yourselfers, young families, pet owners, and gardeners.

Broadcasting water pollution prevention PSAs on television is an integral component of the Creeks Public Education Program, which involves a coordinated television and radio media campaign, as well as, print and bus advertisements. According to the 2008 follow-up public opinion research survey, 70% of Hispanics recalled the specific Creeks Division advertising on radio and television. Moreover, national research suggests that over 60% of Hispanic families use television as their primary source of information.

Spanish language PSAs shown on Univision are estimated to reach 50,000 Hispanic residents throughout the South Coast with an estimated 900,000 impressions annually. Univision is offering a nonprofit match for every paid advertisement purchased by the City for a total of 832, 30-second PSAs over a 12-month period. The campaign will run from July 2008 through June 2009. In addition to the PSAs, the Creeks Division will work directly with a local nonprofit program, Youth CineMedia, to develop and broadcast 1-2 short films and 1-2 PSAs created and edited by participating youth.

BUDGET/FINANCIAL INFORMATION:

Univision was not selected through a competitive application and interview process, but was selected as a result of being the only completely Spanish language television provider on the South Coast. The total cost of a 12-month Univision PSA campaign is \$25,000. The County of Santa Barbara and the City of Goleta will contribute \$5,400 each to the campaign. The Creeks Division will contribute the remaining \$14,200. There are adequate funds in the Creeks Division Fiscal Year 2009 operating budget to pay for its share of the campaign.

PREPARED BY: Cameron Benson, Creeks Division Manager

SUBMITTED BY: Nancy L. Rapp, Parks and Recreation Director

APPROVED BY: City Administrator's Office